**Stakeholder Requirements Document: Cyclistic Bike-Share Customer Usage Analysis**

## **BI Professional:** Mohammed Mebarek Mecheter

## **Client/Sponsor:** Sara Romero, VP, Marketing

## **Business problem:**

The primary question to be answered is: How can we better understand and leverage customer bike usage patterns to drive the growth of Cyclistic's customer base?

**Stakeholders:**

* Sara Romero, VP, Marketing
* Ernest Cox, VP, Product Development
* Jamal Harris, Director, Customer Data
* Nina Locklear, Director, Procurement
* Adhira Patel, API Strategist
* Megan Pirato, Data Warehousing Specialist
* Rick Andersson, Manager, Data Governance
* Tessa Blackwell, Data Analyst
* Brianne Sand, Director, IT
* Shareefah Hakimi, Project Manager

## **Stakeholder usage details:**

* Sara Romero, VP, Marketing: Will use the BI tool to gain insights into customer usage patterns and preferences to inform marketing strategies and initiatives.
* Ernest Cox, VP, Product Development: Will utilize the tool to understand customer behavior and preferences to enhance product development efforts.
* Jamal Harris, Director, Customer Data: Requires access to the BI tool to analyze customer data and derive actionable insights.
* Nina Locklear, Director, Procurement: May use the BI tool to assess station demand and procurement needs.
* Adhira Patel, API Strategist: Needs access to data and insights for API development.
* Megan Pirato, Data Warehousing Specialist: Will work with data integration and warehousing based on insights from the tool.
* Rick Andersson, Manager, Data Governance: Needs insights for data governance and compliance.
* Tessa Blackwell, Data Analyst: Will use the tool for in-depth data analysis and reporting.
* Brianne Sand, Director, IT: Requires access for technical integration and support.
* Shareefah Hakimi, Project Manager: Oversees the project and ensures successful project delivery.

**Primary requirements:**

1. The BI tool must provide a table or map visualization of starting and ending station locations, aggregated by location, to understand customer usage patterns.
2. It should include a visualization highlighting popular destination (ending) locations based on total trip minutes during peak months.
3. The tool should offer a visualization focusing on trends from the summer of 2015.
4. It must present a visualization showing the percent growth in the number of trips year over year.
5. The tool should provide insights about congestion at stations by analyzing net start and ending trips per station per day.
6. It should offer insights about the number of trips across all starting and ending locations.
7. The BI tool should provide insights about peak usage by time of day, season, and the impact of weather.
8. The dashboard must be created within the 6-week timeline specified.
9. Data must be analyzed for at least one year to understand seasonality effects.
10. The BI tool must be designed to ensure accessibility, with options for large print and text-to-speech alternatives.